

Roles & Responsibilities

Creative Roles

- **Musical artist** - Creates, develops and performs musical material
- **Composer** - writes and creates music
- **Songwriter** - writes songs that have lyrics
- **Lyricist** - writes lyrics or poems that are intended to be used for songs.
- **Arranger** - changes the way that instruments or parts are played or interact with each other in existing music.
- **Session Musician** - hired to perform for recordings or live performances.
- **Sound Designer** - creates and records sound effects for films, television, video games and live theatre.
- **DJ** - selects, playback and performance of music in a venue.

Management Roles

- **Manager** - Negotiating contracts, finding opportunities for clients, overseeing the career development of clients
- **Producer** - oversees and leads projects, develops and arranges material, helps to realise the artists' vision, makes creative decisions.
- **Publicist** - creates marketing strategies, runs promotional campaigns, and develops the public image of clients.
- **Artist and Repertoire (A&R)** - search for new talent to sign to their record label. Also in charge of developing the artists that they sign.

Technical Roles

- **Technician** - Maintains and repairs equipment.
- **Engineer** - Sets up recording hardware and software.

Marketing

Market Research

It is important that you understand your Audience Demographic:

- Who is going to be listening to your music?
- What age are they?
- What gender do they identify as?
- What is their occupation?

This is then used to target specific audiences leading to a more successful campaign and more people listening to your music.

Campaign

- Promotional campaigns give artists and their music public visibility.
- Artists can promote themselves through physical and digital promotion.

Branding

- Good branding is needed to attract the target market.
- Consumer feedback on logo ideas and colour schemes is helpful in ensuring branding appeals to the target audience.
- This is often done through questionnaires.
- An album cover should encapsulate and band's branding.
- Use of colour and fonts are crucial to getting the right feel for an artist.

Physical Promotion

Appearances

Launch Party -

- An event that promotes the release of new music, usually for a new album.
- Press are invited and it creates a buzz around the album leading to a boost in sales.

Radio Shows -

- An artist or band appear on a radio show to promote their new music.
- Normally in the lead-up to the release of an album and may be promoting a single.
- Usually a short interview and perhaps a live performance.

TV Shows -

- An artist or band will appear on a TV show to promote their new music.
- Normally in the lead-up to the release of an album so they may be promoting a single.
- These programmes, such as chat shows, are usually prime time viewing at weekends.

Interviews -

- An artist or band will be interviewed and asked about their musical career.
- This will help the artist to connect with fans providing them with an exclusive insight.
- These can happen either on the radio, TV, podcasts or for written press.

Gig -

- Live one-off performances at a venue that is not followed by subsequent performances.

Tour -

- When an artist or band plans a number of gigs in succession of one another.
- Could be a local, national or international tour depending on the popularity of the act.
- When starting out artists will often support a more well-known act on tour.

Festivals -

- When an artist or band will appear on a number of festival lineups.
- Fantastic way to gain new followers and fans as people will explore acts they do not know.
- Festivals are usually in the summer so artists will release albums just prior to this.

Materials

Posters -

- Physical printed image with information about an upcoming event, album release, festival, tour or gig.
- Provide all of the necessary information for a consumer to be able to decide if they want to attend.

Billboards -

- Large outdoor board that is used for adverts positioned where lots of people will see them such as on the side of busy roads.
- This means that as many people as possible will see the advert.

Flyers -

- A smaller compact version of a poster.
- Handed out in well-populated areas or outside venues promoting upcoming events.
- Often contain an incentive to attend the event like a discount if the flyer is used.

Physical Promotion

Platforms

Websites -

- A more traditional way of sharing information digitally.
- There are a number of free options that are quick and easy to make a good-looking and easy-to-use website.

Social Media Pages -

- This is the most popular way for artists to promote their music today.
- Platform where Artists share content.
- The most popular platforms are:
 - TikTok
 - Instagram
 - Facebook
 - YouTube

Content

Social Media Posts -

- Short written posts on an artist's own social media account.
- Designed to share information with fans but also for the fans to interact with them.
- An example of guerilla marketing.
- Posts can go viral so people that do not follow the artist will see the post.
- Posts will stay active and shareable from an act's account until they remove the post.
- Can contain images, links and videos.

Social Media Stories -

- Allows an artist to share a short message with their followers.
- Only allows for a very small amount of information to be shared and are often time-limited
- The difference between a post and a story is that a story is not designed to be permanent.
- Designed to increase engagement as fans can follow activity live.

Videos

- Usually pre-recorded footage that is then released over time.
- Gives fans something to regularly be engaged in, that can be shared and re-watched.

Live Streaming -

- When an artist sends a video feed that is unedited.
- Often scheduled so as many fans will be there to watch.
- Can be used to announce something special, for a Q&A or short performance.

Selling & Distribution

Media Products

Singles -

- Can actually have up to three tracks and the entire release is 30 minutes or less.
- These can be alternative versions, remixes, extended or radio versions and are still referred to as B Sides or Flipsides.
- Most countries have a singles chart in a Top 40 format calculated by single sales and/or streams.
- A single will appear on an album release planned for the near future. It's usually the best song and most likely to encourage consumers to buy the forthcoming album.

EPs -

- Originally referred to the type of vinyl record and how many tracks it could store.
- Today, it describes a release that has more tracks than a single but less than an album, usually 4-5 tracks.
- Still popular today allowing musicians to release music in more consistent time frames compared to an album.
- More common for musicians who are trying to build and maintain a fanbase to create an EP.

Albums -

- Full-length release, usually around 10-12 tracks.
- Used to be called LPs in vinyl format.
- Intended to be listened to in the order that the tracks appear, especially for some genres like Progressive Rock that create concept albums.

Video -

- The least common method of musicians selling their music, mostly because they are released free of charge on online platforms such as Youtube
- Some musicians will sell live recordings of concerts that are available for purchase.

Digital Formats

- There are two main types of download available: Uncompressed and compressed
- MP3s are an example of a compressed audio format.
- A wave file (.wav) is an example of an uncompressed audio format.
- Compressed audio formats remove data to reduce the file size.

Physical Formats

- Vinyl, cassette and CD are manufactured as physical releases.
- Digital Versatile Discs (DVDs) are used to store large amounts of data, perfect for selling video files.
- CDs and DVDs are still sold but in decline because of digital.

Merchandise

Clothing -

- One of the most common products that a musical artist may produce.
- T-shirts and hoodies with the artist's logo or tour dates are common.
- Usually purchased at an event, but can also be purchased online.
- Could release limited edition clothing as part of an album release.
- Special early bird orders may be offered that are VIP or premium that include clothing along with other products.

Visual Products - Examples include: framed posters, signed photographs and autographs.

Accessories - Examples include: Phone cases, key rings, guitar plectrums

Distribution

Physical Distribution

- Physical distribution requires the manufacture of a physical product.
- The type of product will depend on the target market and budget e.g. vinyl for a first ever release is a much more expensive way of manufacturing.
- **Shipping** is where physical products are sent for sale.
- Cost of shipping can vary but is usually cheaper the more units that are ordered
- Shipping globally will incur far more shipping charges and additional taxes.
- All of these aspects should be considered when planning to sell physical copies of music.
- A retailer will be buying at a much lower unit price than they will sell at.
- Retail can be a much bigger risk for both musician and retailer.

Digital Distribution

- Lots of benefits to distributing music through online retailers and streaming services.
- **Aggregators** are used to distribute music to online platforms. They are the gatekeepers of the digital music market.
- They will do this service in return for a fee or commission.
- Some of these platforms act solely as a streaming service.
- Income is generated through adverts or through subscriptions. Users will not be paying to listen to individual tracks or albums.
- Some platforms act as an online retailer allowing downloads of a digital version of a single, EP or album.
- The costs are much lower for both musician and retailer as it is not a physical product.

Administrative Services

PRS for Music

- PRS for Music is a royalty collection and distribution society. PRS is about performing royalties not mechanical or recording royalties.
- Its members are songwriters, composers and music publishers.
- Its customers are music users, e.g. cafe or restaurant, who are issued a licence which allows them to use its members' music.
- When a piece of music is performed or played a royalty is generated. This includes: live gigs, radio play, restaurants or bars online streams.
- PRS monitors the use of music around the world, then collates this money to be distributed out to the rights holders.
- Monies raised from issuing these licences are paid as royalties to the members whose works have been used.
- PPL collect royalties for use of recorded music on behalf of performers and record companies.
- MCPS collects mechanical royalties from when music is copied. E.g. CDs and vinyl.

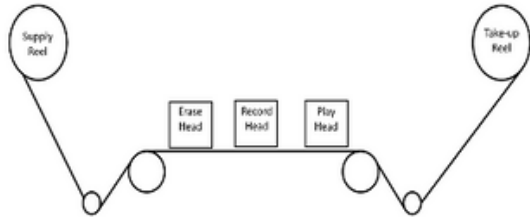
The Musicians' Union (MU)

- The MU's role is to maximise the employment and overall income of musicians as well as protecting and improving working conditions.
- They offer advice, support and legal assistance based on every individual member's needs.
- To become a member of the union you will need to pay an annual subscription fee directly to the union

Analogue Recording

Analogue Tape Machines

- Tape is covered in magnetised particles.
- 3 heads: erase, record, playback



- Tape could be erased and reused allowing manipulation of recordings.
- This degrades tape creating lots of unwanted noise, distortion and artefacts.
- Splicing - basic editing involving cutting tape and joining it to tape from another take.

Early Multitrack

- Tape machines developed with 4-8 tracks available from 1964.
- Each track could be edited and mixed separately leading to higher quality recording.
- Overdubbing - instruments recorded in isolation over existing tracks.
- Mistakes could be corrected more easily by 'dropping in'.

Reduction Mixing

- Workaround to the limits of 4-track recorders to provide unlimited tracks.
- Recorded tracks balanced and mixed and then 'bounced' down to spare track freeing up space.

Direct to Tape

- First recorder released in 1948
- Microphones were positioned carefully to record the band simultaneously.
- Everything recorded onto one track
- Mistakes time-consuming and expensive to correct.
- Multiple takes were recorded, the best take was then chosen for the final recording.

Large Multitrack

- 16 & 24-track recorders available by 1969
- Allowed more track space to experiment, more instruments and more microphones.
- Stereo recording became standard as more tracks available with tracks panned left, right or centre.
- Songs now written and developed in the studio.

Advantages

- Able to include multiple instrumental parts
- Include orchestras & choirs
- Edit parts more easily
- Record in different sessions at different studios

Disadvantages

- Unable to perform complex tracks live
- Albums took longer to record
- Tape machines not synced led to changes of pitch and speed
- Reusing tape led to degradation and more noise

Digital Tape

- Digital tape began to replace analogue in 1980s
- Audio captured as a series of data values
- Different versions of Digital Tape e.g. DASH and ADAT.
- Tape eventually replaced by Hard Disk Drives (HDD) which offered more capacity and durability.

ADAT

- Alesis Digital Audio Tape (ADAT), was an 8 track digital audio recorder
- Used same tapes as consumer Videocassette recorders (VCRs).
- Able to synchronise up to 16 machines, giving a total of 128 tracks of digital audio.
- Technology is still used to synchronise audio interfaces

Digital Recording

Analogue vs. Digital

- Analogue - continuous signal, recording of waveform/electrical signal.
- Digital - measurement of audio signal recorded as binary code.



- ADC - analogue to digital converter. Component in devices that converts analogue signal to digital code.

DAWs

- Modern DAWs handle both MIDI and Audio together.
- Audio is digital so requires ADCs in the form of Audio Interfaces.
- Early DAWs limited by hardware e.g. could only run 4 tracks of audio.
- Non-destructive editing possible - changes can be reversed without affecting audio quality.

Nyquist Theorem

- For accurate capture sample rate must be twice the maximum frequency being captured.
- Humans can hear up to 20kHz
- Minimum sample rate for recording is 44.1 kHz giving a buffer.

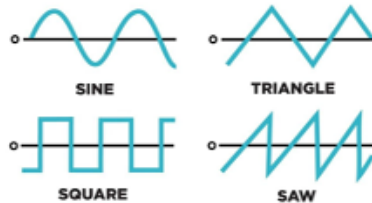
Advantages of Digital Tape	Disadvantages of Digital Tape
<ul style="list-style-type: none">• Few artefacts and low noise• Able to record greater dynamic range• Cheaper than Analogue tape	<ul style="list-style-type: none">• Data can corrupt• Lacks 'warmth' of Analogue for listeners• Can sound too perfect

Advantages of DAW	Disadvantages of DAW
<ul style="list-style-type: none">• Unlimited tracks• High quality recording• Non-destructive editing• Anyone with a computer/laptop/mobile device can create music	<ul style="list-style-type: none">• Requires powerful computer for large projects• Have to know how to use complicated software• Software can crash mid recording• Lacks imperfections• Music can be overproduced/oversaturated

Oscillators

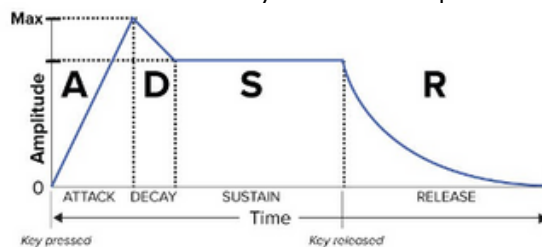
- Oscillators generate different waveforms creating sound.
- The most common waveforms are:

- Sine
- Square
- Triangle
- Sawtooth



Amplifier & Envelopes

- Increases the volume of the signal for output.
- Often controlled by an Envelope:

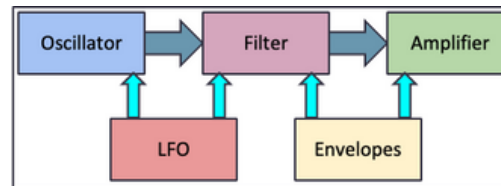


- Attack: time to reach full volume when note is triggered
- Decay: time going from full volume to the sustain level.
- Sustain: volume at which the note will sustain
- Release: time to reach silence when note stops

Synthesisers

Synthesisers

- Synthesisers have 3 sections:
- Oscillator
- Filter
- Amplifier
- These can be modulated or changed by two further components:
- Envelopes
- LFOs (Low Frequency Oscillator)



Filters & LFO

- The filter removes frequencies to change the overall tone.
- The most common filter is a Low Pass Filter.
- A Low Frequency Oscillator (LFO) can be used to change (modulate) the value of another parameter (setting) e.g. the cutoff frequency of the filter.

Moog 55

- A large analogue synth from 1960s.
- Made up of different modules - oscillators, filters, LFOs, envelopes, amplifiers - patched together with leads called patch cables.
- Monophonic - could only play back one note at a time.



Roland Juno 60

- Analogue synth from the 1980s.
- Had digital oscillators that held pitch more consistently than analogue ones.
- 6-note polyphony and could store patches in memory.



Yamaha Dx7

- A digital synth from the 1980s.
- Used a new type of synthesis called Frequency Modulation.
- Able to more closely imitate acoustic instruments.



Samplers

Samplers

- Use short pieces of audio to create sound including recordings of real instruments.
- Share many controls with a synthesiser.
- Samples are mapped to keyboard either by pitch or by sound for drums.
- Samples can be looped to extend them.
- Truncating removes unwanted sections.
- Velocity can be used to select different samples. Adds realism to instruments.

AKAI S950

- A digital sampler popular in the 1990s.
- Offered 12-bit, 48kHz Sampling ability.
- 8-note polyphony - could play back 8 notes simultaneously.



Mellotron

- An early type of analogue Sampler.
- Plays back instrument sounds recorded on audio tape.
- Tape limited sample length.



	Advantages	Disadvantages
Analogue Sampling	<ul style="list-style-type: none"> • Tape speed able to be adjusted to change pitch • Tape gives sound warmth 	<ul style="list-style-type: none"> • Limited length of samples • No looping possible • Tape degrades over time
Digital Sampling	<ul style="list-style-type: none"> • Able to edit samples e.g. trim • Looping possible • Able to record own samples 	<ul style="list-style-type: none"> • Can sound unrealistic • Quality and size impacted by bit-rate & sample rate
Analogue Synthesis	<ul style="list-style-type: none"> • Easy to create unique sounds. • Better at playing high pitches. 	<ul style="list-style-type: none"> • Early models were very big • Oscillators often unstable in pitch • Patching modular synths can be complicated.
Digital Synthesis	<ul style="list-style-type: none"> • Digital synths maintain their tuning. • Can create a wider range of sounds with more editing options 	<ul style="list-style-type: none"> • Can be complicated to programme. • Can struggle to play high pitches.

MIDI Sequencers

- MIDI introduced in 1983 and became common language for electronic instruments.
- Also provided a link to computers.
- Digital signal rather than an analogue voltage signal.
- Allowed specific pitches to be triggered alongside velocity.
- Led to the development of the computer-based sequencers with GUIs.
- USB allows data to be sent both ways at a high bandwidth

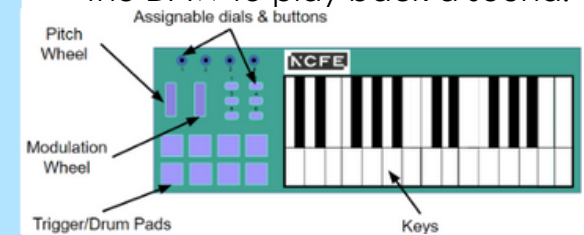
Sequencers & MIDI

Sequencer

- Sequencers are used to trigger musical sequences (patterns).
- Step Sequencers: often found on drum machines. Steps are turned on or off to create a pattern including accents.
- Analogue Sequencers: use voltage to trigger pitches and control other parameters of an instrument.
- Digital Sequencers: built into synths with computer memory like a step sequencer and using voltage signals.

MIDI Keyboard

- A MIDI keyboard works by connecting via USB to a computer.
- It sends data (binary code) down the USB cable.
- The computer uses this to tell the DAW to play back a sound.



Roland TR-808

- Popular drum machine in 1980s.
- Used synthesis to generate its drum sounds.
- Contained a built in Step Sequencer in 16th notes.



Advantages of MIDI Keyboard

- Do not have to be able to play an instrument to use it
- Can edit/rerecord parts easily
- Can change the instrument sound at any point
- Requires very little equipment
- Can create ideas that would not physically be possible using real instruments

Disadvantages of MIDI Keyboard

- Have to be able to play keyboard/have keyboard skills
- Have to be good at MIDI editing skills
- May sound unrealistic
- Need good programming skills to ensure realism
- Requires good DAW with selection of professional sounding software instruments

Hardware Effects

Dynamic Processors

- Processors that are affected by and control the volume of an audio signal.
- Compression:
- Reduces the dynamic range of an audio signal
- Turns down the loudest parts of a signal, peaks, making them quieter.
- The signal can then be turned up without distorting allowing the quieter parts to be heard as much as the louder parts.
- Noise Gate:
- Turn down a signal when it falls below a set volume.
- Allows you to isolate the wanted sound from and background noise resulting in a clearer final recording.
- Most often used on drums and vocal recordings.

Tape Delay

- Delay is a repetition of a signal at a specified time interval.
- Tape delay uses a tape machine to do this.
- Delay is created by the time taken to relay signal from play head to record head and the speed of the tape.

Reverb

Reverb is the sound of a particular space.

Room Reverb -

- The sound of the space in which a sound is recorded, usually a short reverb.
- By-product of microphones being far away from the sound sources in early recordings
- Most commonly used today on drum kits

Plate Reverb -

- An artificial reverb type.
- A small speaker is attached to a large metal sheet.
- A signal is played through the sheet which vibrates giving a metallic, shimmering sound. It is recorded at the other end of the sheet using a small microphone.
- Most commonly used on vocals and snare drums.

Spring Reverb -

- Works in a similar way to a plate but much smaller. Designed to fit inside a guitar amp making them portable.
- Most commonly used on electric guitars.

Effects Pedals

- Initially created for guitarists to use whilst performing live as standalone boxes that go in between a guitar and an amplifier.
- Able to link many different effects together.
- Each pedal has a foot switch that turns the effect on or off.
- Multi-effects pedals have many different effects built into one unit



Pitch Correction

- Autotune automatically measures and changes the pitch of a signal.
- Usually used to make a vocal pitch perfect.
- Can be used to create vocal effects that sounds robotic.

Live Looping

- A pedal that allows a user to record short loops of audio from their instrument or microphone.
- These sounds can then be layered to create an entire ensemble.

Vinyl

- The first way in which music could be consumed by the masses, first released in 1948.
- A vinyl record is an analogue representation of a signal with grooves representing the waveforms of the music.
- As the record spins a needle moves through the grooves creating an electric signal which is amplified through a speaker.
- Limited time capacity and large physical size are drawbacks.

Cassette Tape

- Work in the same way that large tape machines work.
- First made available in 1963 and revolutionised the way music could be consumed.
- Small size so easily transported and stored and housed in plastic casing so less likely to become damaged.
- In 1979 Sony released the Walkman so cassettes could be listened to whilst on the move
- Hold up to 60 minutes of audio so albums could fit on a single tape

Consumer Audio Formats

Compact Disc (CD)

- In 1982, Compact Discs or CDs were released
- Very thin, portable and could hold up to 80 minutes of audio which made them popular.
- Audio was stored in a digital format with track markers so it was easy to skip between tracks.
- One negative of the CD format was that they were prone to become scratched corrupting the data so it could not be read.

MiniDisc

- In 1992, MiniDisc was released.
- Worked on the same principle as CDs but at a fraction of the size.
- It solved the issue of skipping and was not prone to scratches like CDs.
- MiniDisc did not become very popular, mainly due to the cost of the discs and players.



Music Videos

- During the 1980s music videos began to emerge with dedicated television stations
- It was an entirely new way to promote your music.
- It gave consumers an alternative to the radio to discover new music.
- Launch of YouTube in 2005 placed even more emphasis on the music video.

MP3

- Released In 1999 and the first MP3 player was available.
- It is a compressed format.
- Takes up far less storage space than lossless WAV formats without affecting the sound quality.
- Music could now be listened to on a computer
- Success of the MP3 was down to the portable players that were released.

Streaming Audio

- First subscription streaming service launched in 2001 - Rhapsody.
- Since multiple companies now stream music such as Pandora, Spotify, Soundcloud, Bandcamp and Apple Music.
- Streaming services and smartphones led to the decline of MP3 players
- Often criticised for not paying enough royalties to artists.